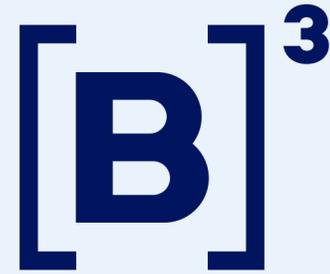




PREFERRED USE — POSITIVE



R	80	C	60	HEX #4fc3f6	PANTONE 2985 C
G	195	M	5		
B	245	Y	0		
		K	0		

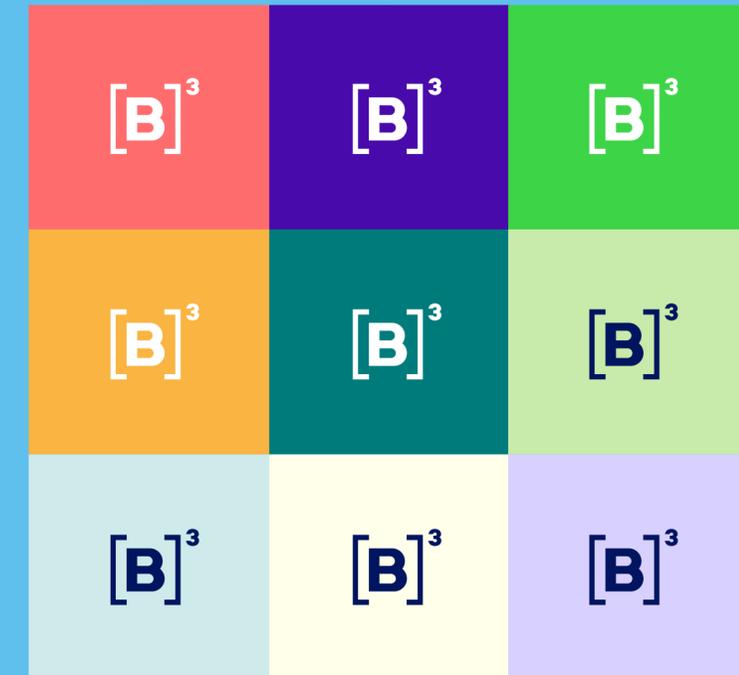
R	0	C	100	HEX #00145f	PANTONE 2748 C
G	20	M	85		
B	95	Y	0		
		K	45		

R	240	C	10	HEX #f0f5ff	PANTONE 656 C
G	245	M	3		
B	255	Y	0		
		K	0		

PREFERRED USE — NEGATIVE



USE ON COLOR BACKGROUNDS



When using the logo on non-branded colors, one must always look after good visibility and ensure a significant contrast between the brand mark and the background, with the ability to alternate between positive and negative monochromatic versions.

RESTRICTED USE — POSITIVE



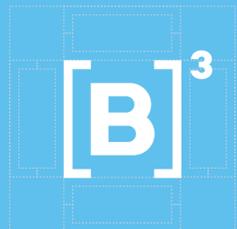
RESTRICTED USE — NEGATIVE



QUICK REFERENCE GUIDE

Whenever the B3 brand mark is written in text, use the following format: **B3 – Brazilian Exchange and OTC**

PROTECTION AREA



Preferred version



Restricted-use version



The protection area must also be applied in cases of branded cards [sponsored].

MINIMUM SIZE



8 mm
25 px



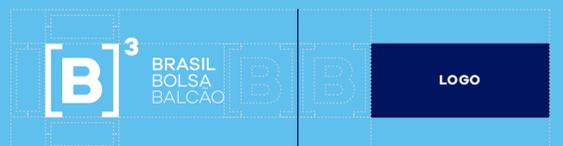
20 mm
60 px

CO-BRANDING



Dividing line:

The width of the dividing line must be equivalent to 1/6 the width of one of the logo's brackets (|).

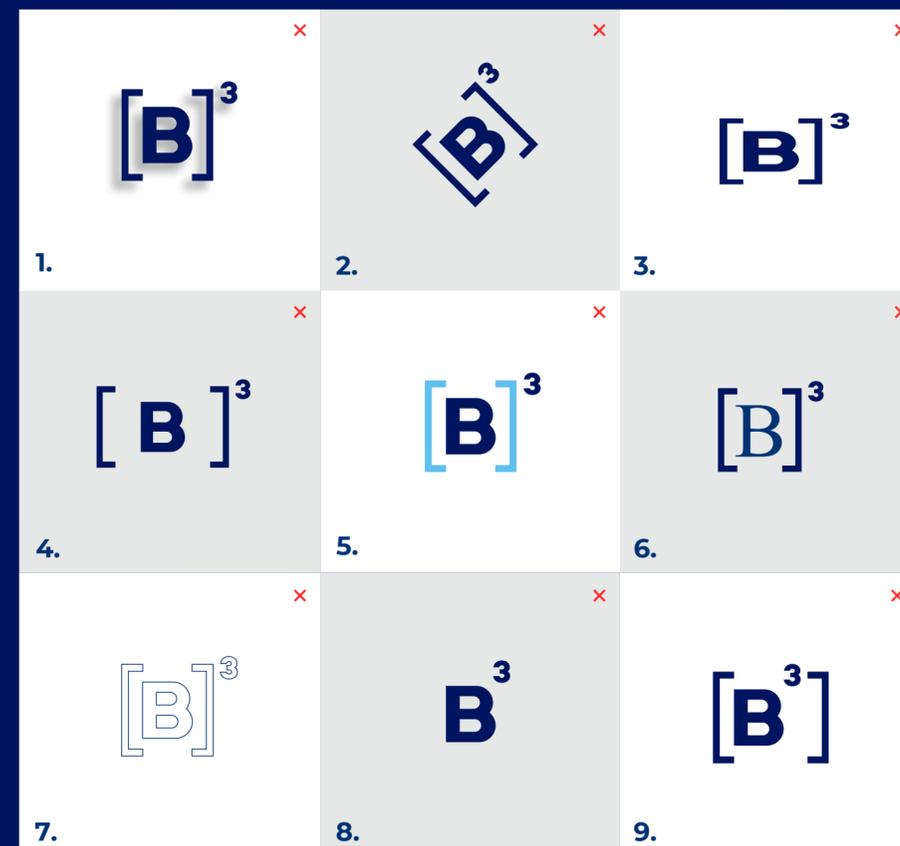


Exception for vertical logos:

Vertical logos might exceed the height of B3 logo's brackets, but by no more than the bracket's width.



INCORRECT USAGE



1. Do not use effects like drop shadow.
2. Do not rotate.
3. Do not distort.
4. Do not change distances.
5. Do not use colors that are not specified in this guide.

6. Do not use other fonts.
7. Do not remove color fill.
8. Do not remove elements from the logo.
9. Do not change the position of the logo's elements.

In case of queries, please contact marca@b3.com.br